

NEWS

# Marines pay respect to fallen soldier at NFL Draft



Marines from the New York City area stand behind the commissioner of the National Football League, Paul Tagliabue, for a moment of silence in tribute of former NFL player, Sgc. Pat Tillman. Tillman, an Army ranger, was a former starting safety for the Arizona Cardinals.

**Sgt. Chad Simon**  
*MPA 1st MCD*

**NEW YORK** – The NFL Draft was held April 24 at Madison Square Garden, N.Y., and Marines and soldiers from the surrounding areas were invited by the New York Metropolitan United Service Organization (USO) and the NFL to attend as honorary guests.

Several Marines were on national television with the Commissioner of the NFL, Paul Tagliabue, for a moment of silence to pay respect to former NFL player, Sgc. Pat Tillman.

Tillman, an Army ranger, was a former starting safety for the Arizona Cardinals and enlisted in the Army following the Sept. 11 attacks.

Tillman was killed in action while serving in Afghanistan with the 75th Ranger Regiment the day before the draft.

“It was very moving to be up on the stage,” said Gunnery Sgt. Jody Wiemholt, recruiter, Recruiting Substation Manhattan, N.Y., and Operation Enduring Freedom veteran. “Pat Tillman gave up millions of dollars to do what he thought was right. I wish there were more

people like him.”

In addition to being on stage, the Marines were given access very few people get at the draft. They were allowed to eat in the VIP room, attend media interviews and given front row seats.

As the Marines entered Madison Square Garden, they were amazed at the praise they received from the fans waiting outside.

“The fans gave us a standing ovation on our way in. It felt good to know that people still support us,” said Staff Sgt. Anthony Goodwater, recruiter, RSS Lindenhurst, N.Y.

“It made me extremely proud to be a part of the [military],” Wiemholt added. “The ovation made the hair on the back of my neck raise up. It was great to see that even if they do not agree with the politics, these people understand what the military is about.”

Before the draft began, the Marines had the opportunity to speak with Tagliabue backstage for a short period of time about their experiences in Iraq and Afghanistan. They also met former NFL star Michael Irvin.

“Irvin asked us where we were all from and expressed his gratitude to us,” said Wiemholt. “It was a motivating experience to be there.”

# Corps goes ‘hi-tech’ to reach next generation

**MCRC PUBLIC AFFAIRS**  
*SPECIAL TO THE BOOT*

**MCB QUANTICO, Va.** — The Marine Corps recently launched a new integrated marketing tool in their recruiting arsenal, an interactive CD-ROM titled, “Class of Tomorrow.”

The CD-ROM is a multi-media recruiting tool designed to capture the attention of potential recruits and provide them with information about opportunities in the Marine Corps.

Designed to complement the tech-savvy and on-the-go lifestyles of today’s teenagers, the CD-ROM features a multi-media sequence of video clips and photographs set to a high impact soundtrack.

“Maximizing our powerful brand image has allowed Marine Corps recruiters to attain eight straight years of recruiting success,” said Maj. Gen. Christopher Cortez, commanding general, Marine Corps Recruiting Command.

“This CD-ROM will give our recruiters an innovative tool to stay ahead of the competition,” he added. “The music, videos and images on the CD accurately portray life and training in the Marine Corps. The CD-ROM not only offers information to our prospects but it also provides our recruiters with one more tool to engage our target market.”

Shortly after inserting the CD-ROM into their computer, users will share in one young man’s transition from recruit to Marine through

a “Yearbook to Scrapbook” multi-media experience. A high-energy introduction features video sequences, sound bytes and audio of Marine Corps training and provides an overview of the benefits and pride of becoming a Marine.

The subject of the “Yearbook to Scrapbook” concept, Sgt. Antonio Whitehead, a Marine recruiter in Los Angeles, appears in a moving sequence filmed at the Marine Corps War Memorial in Washington, D.C., where he pays tribute to the traditions and accomplishments of his fellow Marines, past and present.

“Being a Marine changes your life immeasurably,” said Whitehead. “I am honored and proud to be included in this new campaign and hope that this true-to-life portrayal of the Marine Corps will be educational and enter taining for young people. I hope they are able

to relate to the experiences I have had and they get motivated to hear more about the Corps.”

Interested viewers can then dig deeper by navigating through an interactive memory board containing videos of training exercises and interviews with Marines, personal mementos and Marine Corps elements such as marksmanship medals and the Marines’ Hymn performed by “The President’s Own” Marine Band are also accessible.

The CD-ROM contains 13 video clips and 138 photographs. Custom downloads reinforce the Marine Corps brand through screensavers, wallpaper and MP3s.

The CD-ROM will be used by Marine recruiters to engage young men and women in conversation about opportunities in the Marine Corps and to motivate young people to learn more about the Corps. The “Class of Tomorrow” CD-ROM will be distributed at community events and recruiting offices.

“Class of Tomorrow” will give recruiters a new tool to create interest in the Marine Corps,” said Maj. Mike Zelif, Assistant Chief of Staff for Marketing and Public Affairs.

“The idea is to give the young person a glimpse into the world of the Marine Corps, spark their interest and drive them back to the recruiter for more information.”

The Marine Corps, known for its innovative marketing initiatives, continues to develop new programs to reach its target audience.

Recent successful programs include movie theater advertising, a television commercial featuring footage shot by Marines in real-world operations, an award-winning interactive Web site, *Marines.com*, and a “rolling billboard” campaign that features Marine Corps’ images and branding on the side of commercial trucks.

Each year, the Marine Corps recruits approximately 40,000 men and women to fill its ranks. Since July 1995, Marine recruiters have successfully met their assigned recruiting goals.

This recruiting success is a testament to the effort and determination of the recruiters and the outstanding support provided by all Marines to the recruiting force. Innovative advertising programs such as the CD-ROM have played a key role in sustaining this success.

